

261—72.4(15) Application and approval.

72.4(1) An eligible applicant shall submit an application in the form and content required by the authority. Information on submitting an application is available on the authority's website. For domestic trade assistance and export trade assistance, an eligible applicant must apply prior to trade mission participation or trade show participation. For market trade assistance, an eligible applicant must apply prior to work beginning for marketing services.

72.4(2) Complete applications will be reviewed in the order received by the authority. Eligible applicants will be funded on a first-come, first-served basis to the extent funds are available. The authority may deny applications that exceed available funds or may defer approval of an application until additional funds become available.

72.4(3) The authority will not approve financial assistance for an eligible applicant under the following circumstances:

- a.* More than three times total in the same fiscal year for domestic trade assistance or export trade assistance.
- b.* More than once in the same fiscal year for market trade assistance.
- c.* More than once for the same marketing services.
- d.* For participation in the same trade show more than two times after January 1, 2023.

[ARC 9653C, IAB 10/29/25, effective 12/3/25]